

Curriculum Guide
Program Area: Graphics/Web Design

Standard 1.0 - ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY					
Measurement Criteria		Content	Implementation	Terminology	Testing Item
1.1	Research the role of the media industry and its impact on society and the economy	Research the role of the media industry and its impact on society and the economy	<p>Role of a graphic designer is to persuade, inform and influence</p> <p>A business plan, marketing plan and financial plan contribute to the success of a media business</p>		X
			<p>Types of media: film, television, radio, social media</p> <p>Impact on society:</p> <p>citizen journalism</p> <p>influencing social change (Vietnam War coverage, Kennedy-Nixon debate, Occupy Wall Street movement, Arab spring)</p> <p>propaganda</p> <p>First Amendment and establishment of a free press</p> <p>Roles: Gatekeeper of information, influencer of opinions, advocate for issues or people, social connector of</p>	<p>Journalist</p> <p>Propaganda</p> <p>Gatekeeper</p> <p>Social media</p> <p>Fair</p> <p>Impartial</p> <p>Unbiased</p> <p>Advocate</p> <p>Freedom of the Press</p>	

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			people, writer of history's first draft, etc. Inform vs. Entertain debate (what public <i>needs</i> vs. what public <i>wants</i>)		
1.2	Investigate the history and evolution of media and emerging technology	Investigate the history and evolution of media and emerging technology	Mass printing press Gutenberg		X
			Describe aspects of various eras of the graphic design industry. Gutenberg press Early handbills (I.E. Revolutionary war era) Art Deco period (movie posters, etc.) WWII era propaganda posters (US, GERMANY, RUSSIA, ETC.) Magazines Identify significant figures/groups who shaped those eras.	Art Deco Handbill	
1.3	Identify factors that contribute to the success of media businesses and freelance/contract providers		What factors contribute to total success of media business and freelance contract providers?		X
			Importance of reputation and word of mouth to success including networking, internet promotion (I.E. LinkedIn)	Freelance Contract Provider Word of Mouth	

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1.4	Examine the impact of social media on the media industry		Impact of social media is rapid change		X
			List current social media available and describe their uses. Identify the differences between Facebook, YouTube, Twitter, Snapchat and Instagram. Explore the utilization of viral media in terms of advertising and marketing. (Significant viral marketing campaigns include Blair Witch Project, Cloverfield, The Dark Knight, etc.)	Viral Media Advertising Blog/Blogger Marketing	
1.5	Identify key factors to be considered in launching a media business		First step in launching a business is a business plan		X
			Formulate a business plan for a Graphic Design project (considering target audience, demographics, etc.) Create a project using the business plan created. Analyze a current Advertising campaign and identify market inefficiencies and opportunities for maximizing revenue potential. Devise a budget sheet for a graphic design project including equipment needs and start-up costs.	Market Business Plan Revenue Demographics	

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1.6	Examine how the relationship among marketing sales and production affects profitability		What is the most important factor that affects profitability between marketing sales and production		X
			Determine the factors that affect marketing sales and production including time of release geographical region social media and marketing campaigns	Distribution Profitability	
1.7	Describe how production processes and cycles affect media businesses		What is one effect of production processes and cycles on a media business?		X
			Define the 3 phases of production: Pre-production Production Post-Production	Pre- Production Production Post- Production	
1.8	Determine costing projections for various media objectives and/or functions		What is the most important cost factor when starting up a photo shoot When requesting a quote from business cards from a printer you need to indicate color, paper stock and quantity		x
			Create a sample estimate including hourly price breakdown for a project	Estimate Scope of work Pay Rate	

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1.9	Describe how diversity (cultural ethnic multigenerational) and ethics affect the selection of projects and programs		The most important factor when selecting cultural projects specific programs and projects		X
			Marketing campaigns target audiences (Specific toys/men's cologne etc)	Marketing Campaigns Target Audience	
1.10	Describe how ethics hype and content influence media products				X
			What can be a potential outcome of media "hype"? Misinformation Diversification Industrialization Globalization Recognize and evaluate the community mores of your school and explain how they affect a project. Draw connections between school community more's and those various cultural situations in the real world	Mores Hype	
1.11	Identify industry safety standards		OSHA sets safety standards		X
			Discuss OSHA and workplace safety standards	OSHA	
1.12	Describe multiple distribution platforms that are in compliance with the American Disability Act		ADA compliance with the visually impaired		X

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			<p>Explain Purpose of ADA as described in Sec. 12101.</p> <p>“physical or mental disabilities in no way diminish a person’s right to fully participate in all aspects of society yet many people with physical or mental disabilities have been precluded from doing so because of discrimination; others who have a record of a disability or are regarded as having a disability also have been subjected to discrimination;”</p> <p>Ex: McDonald’s Braille menus ATM Braille menu Pedestrian signals with audible features</p>	Disability Discrimination Preclude Subjected ADA	
2.0 INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT					
Measurement Criteria		Content	Implementation	Terminology	Testing Item
2.1	Identify current legal issues in media professions		<p>Best source for legal imagery is royalty fee</p> <p>A designer can be fined by the courts for using images without permission</p>		X
			Define terms relating to legal issues and their effect on media professions	Intellectual property Internet piracy Plagiarism	

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				Copyright Usage licensing Media ownership Clearance	
2.2	Explain plagiarism and its effects in business		Plagiarism causes financial loss		X
			Define plagiarism Identify financial and legal ramifications	Intellectual property Internet piracy Plagiarism Copyright Usage licensing Media ownership Clearance	
2.3	Define the establishment of a copyright		Copyrights should be established at the time of creation	Copyright Registration Trademark Licensure	X
			Differentiate between ownership and authorship Identify appropriate government agencies to obtain copyright.	Copyright Ownership Authorship Library of Congress	

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				Department of Copyright	
2.4	Discuss rights and implications of copyright law		Copy write law is explicit ownership		x
			Contrast single use multiple use and exclusive use Explain royalties and residuals	Copyright protection Royalties Fair use Single use Multiple use Exclusive use Residuals	
2.5	Examine intellectual property law and its ramifications		Intellectual property and what it covers	Patent Industrial design	X
			Explain the differences between original content parody inspiration and copying Define International Property Law List potential penalties for breaking intellectual property law	Original Parody inspiration copying intellectual property	
2.6	Explain the establishment of a trade name and trademark		Benefit of trademark is brand identity	Brand	X
			Contrast copyright and trademark. Briefly list the steps involved in creating a trademark.	Trademark	
2.7	Explain fair use in relation to legal and regulatory considerations			Fair use Public Domain	X

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				Creative commons Residual rights	
			Explain the “fair use” guidelines for using copyrighted works	Fair use	
3.0 DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY					
Measurement Criteria		Content	Implementation	Terminology	Testing Item
3.1	Use industry terminology appropriately in the work environment			Typography	X
			Demonstrates industry terms presented in standards 7 through 12 to convey understanding of production concepts ideas to increase productivity.	Terminology from ST. 7-12 (see below)	
3.2	Use effective communication techniques to obtain accurate information from sources audiences and clients		Best way to obtain information for a project is an interview		X
			Demonstrate the ability to communicate concepts to a client who have little to no knowledge of the industry.	Client	

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			Demonstrate proper interview techniques to obtain information from sources		
3.3	Practice verbal and nonverbal communication skills with people of diverse cultures generations and situations		Verbal and Non-verbal communication with various clients (diverse backgrounds ethnic background)		X
			Demonstrate effective questioning techniques to obtain information from clients of diverse cultures generations and situations; use the information to create an effective Graphic Design project Demonstrate the use of the 6 W's of Effective Questioning technique while obtaining information from a source	Effective Questioning Techniques 6 W's (Who What When Where Why How)	
3.4	Practice active listening skills appropriate to the medium/media		What skills are exhibited when a person's focus is on the speaker and encouraging continued consideration?		x
			What is the skill exhibited by the listener in a conversation? Active reflection Active listening Active questioning Active restatement	Interview Active listening	

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			Practice effective interviewing techniques to obtain accurate information to shape a graphic design project.		
4.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY					
Measurement Criteria		Content	Implementation	Terminology	Testing Item
4.1	Use professional etiquette for web- email- and social-media-based communications		Etiquette of social media and proper behavior		X
			Create an email using professional etiquette tone and format	Etiquette Tone Salutation Formal Informal	
4.2	Conduct formal and informal research to collect information		Survey is a formal research collection method		X
			Utilize Internet based research to help develop concepts for a graphic design project	Research	
4.3	Verify the accuracy of information		Accuracy of information in the industry verified by client review		X
			Explain the process of checking multiple sources Identify the difference between fact and opinion sources	Fact-checking	

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4.4	Verify the authority of sources		An interview is an example of primary source		X
			Identify credibility of source in journalistic projects. Identify ownership and motivation of information sources.	Credibility	
4.5	Identify the purpose content and audience for communications		Flyers mailed home would be the best way to reach an audience over 65 years old Group text would be the best way to reach high school students regarding something like graduation announcements	Target Audience	X
			Students will create one of each of the following: an informative poster an entertainment poster a client-based for-profit graphic design project. Using the experience from above the students are able to differentiate among informative entertainment and for-profit projects.	Informative Informational Commercial Entertainment for-profit	

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4.6	Select the appropriate medium/media for distribution of communications				X
			Identify the best way(s) to advertise or promote a specific product		
4.7	Format communications for the purpose audience and medium/media		Factors to consider in determining a proper format for a design piece		X
			Determine correct format for specific projects	Format	
4.8	Use editing skills when reviewing communications				X
			Proper grammar and sentence structure		
4.9	Use proofing skills and check the spelling when reviewing communications				X
			Demonstrate accuracy of structure grammar and spelling in written correspondence with clients and feedback	Correspondence Client	
5.0 UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA					
Measurement Criteria		Content	Implementation	Terminology	Testing Item
5.1	Use appropriate electronic publishing software and output devices		What application should be used in designing a EBook InDesign		x

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			Utilize industry-standard software and equipment Utilize correct format for specific projects	Adobe Creative Suite .Gif .Png .Jpg .TIFF .PSD	
5.2	Apply essential commands and knowledge of computer operating systems		Key command to paste text		X
			Use standard keyboard shortcuts (Ctrl/Command V Ctrl/Command Z Ctrl/Command C Ctrl/Command A Command + S) Use Command + option + esc to quit programs also use ctrl alt delete to quit within programs Be able to locate applications Demonstrate use of help menu for personal troubleshooting and problem solving	Keyboard Shortcut Command Key Control Key Application	
5.3	Apply computer file management techniques		Reasons why creating project folders is important		X
			Demonstrate folder creation Use file folders to organize information using descriptive titles	File Management Folder Server Hard Drive	

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5.4	Use the Internet for file transfer		File Transfer Protocol is used to upload to the internet		X
			Save or send files to remote locations including servers the Cloud or Dropbox	File Transfer Protocol (FTP) Server Cloud Dropbox	
5.5	Select the format for digital delivery		File format to use when creating an image with a transparent background is PNG		X
			List popular formats including gif jpg tiff png pdf Differentiate between CMYK and RGB color	Format CMYK RGB	
5.6	Use and care for equipment and related accessories		Taking proper care of equipment increases its longevity		X
			Properly ejecting flash drives etc.		
5.7	Describe the functionality of the internet intranet and extranet in the media environment			Intranet	X
			Define compare and contrast internet intranet and extranet Explain benefits of internet intranet and extranet in terms of file transfer among collaborators.	Internet Extranet	

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5.8	Explain methods of protecting a computer against computer threats		Examples of computer threats Virus Phishing Hacking		X
			Understand the importance of how computer viruses are transmitted Identify some industry-standard anti-virus programs and explain why they are important	Spyware Malware Computer virus	
6.0 APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION					
Measurement Criteria		Content	Implementation	Terminology	Testing Item
6.1	Identify software that supports data capture for media devices (i.e. digital camera video input device graphics tablet graphics expansion boards)		Software to scan an image is Photoshop		X
			Software to MANIPULATE an image is Photoshop Identify and utilize industry-standard specific image manipulation software (GIMP Adobe Photoshop etc.)		
6.2	Select appropriate resolutions for data capture		Resolution used to scan a photo for a printed brochure 300PPI	DSLR Camera Camera Phone	X

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				Document Copier	
			Resize an image for use in a video and print story or poster by creating two separate versions of the image using DPI (dots per inch) to calculate the correct size and CMYK vs. RGB color profiles that are correct for each format.	Optimum Resolution CMYK RGB Pixel	
6.3	Capture and transfer still image audio and moving image content		Hardware to capture and transfer a pencil sketch to a computer is a flatbed scanner		X
			Use appropriate software to transfer and/or capture still images Explain the difference between capture and transfer. 3. Transfer raw media files from flash devices such as compact flash cards SD cards or memory sticks	Capture Transfer Raw media Compact flash SD Card Memory Stick	
6.4	Archive and manage data for media applications		Best way to backup files is offsite storage		X
			Students will manage and maintain a personal archive of media projects throughout the scope of the program for the purpose of creation of a digital	Archive Flash Drive External Drive Server	

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			portfolio (on a Flash Drive External Drive Server etc.)		
7.0 ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN GRAPHIC/WEB DESIGN					
Measurement Criteria		Content	Implementation	Terminology	Testing Item
7.1	Determine the difference between art and design		What does not apply to design (A choices: self-expression company brand dissemination of information financial gain)	Dissemination	X
			Art is traditional studio media often made for 'art's sake' Design is used for communication in the commercial world	Art Design Graphic Design Commercial	
7.2	Identify the basic principles of Graphic Design (balance emphasis movement unity contrast and simplicity)		Images of designs provided and what principles are illustrated Elements of design Identify the sequence of movement in a design Identify contrast in a design Identify simplicity in a design Identify unity is a design	Asymmetrical Emphasis Sequence of Movement in design Contrast Unity Face Tagline Border Logo Simplicity	x

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7.3	Identify the basic elements of Graphic Design (line shape pattern space size form and color)			Line Shape Pattern Space Size Form Color	X
7.4	Identify basic typography categories (serif sans serif script display) their basic structure and how and when to use them		Consider font styles and determine their best use based on appearance Image of a font provided determine what they are used for Identify Fonts Face Category Serif San serif Display Script	Heading Caption Body Copy Footnote	x
			Garamond typeface is considered a: Serif typeface Script typeface Display typeface Sans Serif typeface	Serif Sans Serif Script Display	

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7.5	Describe additive and subtractive colors hue tint value and shade		Tint is used to lighten a color	Hue Tint Value Shade	X
			<p>When modifying a color identify what is added to add to create a tint, shade or a tone</p> <p>Identify which color system is used on screen (lights) vs which is used in print (ink).</p>	Additive Color Subtractive Color Shade Tone	
7.6	Describe the importance of color selection in connection with target audience including the color wheel color schemes and the psychology of color		<p>Most important consideration when developing a color scheme is target and design</p> <p>CMYK -Uses subtractive color model</p> <p>A color that represents calmness is blue</p> <p>Color combination that describes complementary color schemes (blue and yellow)</p>	RGB CMYK	X

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			<p>What is the most important consideration when developing a color scheme?</p> <p>Target audience</p> <p>Color wheel</p> <p>Psychology of color</p> <p>Color mode</p> <p>Describe the psychological effect of various colors (I.E. Red and Yellow= Hunger)</p> <p>Locate 4 commercial logos that use psychology of color</p>		
7.7	Differentiate between the color gamuts (RGB CMYK Spot Color grayscale and hex color and explain how they relate to the web and printing industries)		<p>Color gamut used for web design (RGB)</p> <p>EPS can be scaled up without loss of resolution</p> <p>SPS</p> <p>TPEG</p> <p>TIFF</p> <p>GIF</p>		X
			<p>Which color system would you specify in graphic software for printing a color design?</p> <p>RGB</p> <p>CMYK</p>	<p>RGB</p> <p>CMYK</p> <p>Spot Color</p> <p>Gray scale</p> <p>Hex Color</p>	

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			SPOT COLOR GRAYSCALE		
7.8	Demonstrate an understanding of the differences between vector and raster images		Process that raster best suited is image manipulation Bit Map is another term for raster		x
			A vector graphic is made up of? Graph pictures Pixels and pictures Raster graphics Lines and anchors	Vector Raster	
7.9	Use the creative process including research and brainstorming		First step in creating a design is research Personal taste is not a consideration when targeting specific audiences		X
			Research: Who is the target market? Who are the competitors? What is that industry like as a whole? Brainstorming: gathering a list of ideas spontaneously Create a Graphic Design project utilizing research and brainstorming to develop ideas.	Research Brainstorming	
7.10	Present a workflow outline for a project from start to finish		Parts of a design workflow (Phases)		X

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			Research Design Concept Proposal		
			Identify sequence of the workflow Explain the purpose of each phase of the workflow process		
7.11	Work in a team to plan a larger project		Steps in team building Roles Schedule responsibilities Independent work		X
			Defining roles for a project Explain the importance of teamwork		
7.12	Identify the target audience for a project		Considerations when targeting an audience: Culture Diversity Moral ethics Demographics	Demographics	X
7.13	Differentiate the type use and care of digital cameras and accessories including basic lighting equipment		DSLR Camera benefits (interchangeable lenses) Accessory attached to the hot shoe external flash		x
			Describe image storage (SD Cards)	Tripod	

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				Battery Point and shoot camera	
7.14	Understand file size and ppi formats (i.e. BMP TIFF JPEG RAW) and the selection of the appropriate camera format for a given situation and end usage requirements		The best format for web JPEG File uncompressed and unedited image is RAW	JPEG	X
			BMP are used for black and white imagery TIFF is used for high quality larger file sizes	BMP TIFF	
7.15	Plan and prepare an outdoor and an indoor photo shoot according to a client's needs including setting up the necessary equipment		What's on photo shoot check list Story board Location Inventory		X
			Consideration when preparing a photo shoot (transportation, weather, lighting, back up batteries, memory storage, shot list, safety)		
7.16	Understand and compare the different common printing processes (offset digital web screen printing		Printing process used for transferring ink to textile is screen printing	Offset printing Digital printing Gravure printing	X

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	flexography gravure and thermography their market segments and the advantages/disadvantages of each)				
			Identify correct process for output media (coffee mug, magazine vs. poster) Consider the purpose of each type of printing process and why each is used	Silk screening	
7.17	Explore paper options for a job including analyzing parent sizes environmental concerns grades and classes and reading a paper swatch		The best application for high gloss coated paper is a book cover		X
			Understand the importance of maximizing space on paper to avoid waste Paper ratings (weights) The benefits of using recycled paper	Letter paper Legal paper Tabloid paper	
7.18	Understand usability and design criteria for use on web and mobile devices including navigation sizing and format		Most important multi-platform design is interface	Image Typographical Compositional	X

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				UI (User Interface)	
8.0 IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN GRAPHIC/WEB DESIGN					
Measurement Criteria		Content	Implementation	Terminology	Testing Item
8.1	Define the kinds of industry standard software and what they should be used for: photo manipulation drawing and page layout		Software that is industry standard for photo manipulation is Photoshop Creation for Vector images is Illustrator Identify software for page layouts	DreamWeaver InDesign QuarkXPress Photoshop Illustrator	X
			WYSIWYG What you see is what you get Identify which software application should be used for various tasks (Logos should be created in Illustrator, magazines created inDesign etc.)	Vector Raster Pixels Desktop Publishing	
8.2	Use the creative process including developing multiple design ideas to determine the best solution for a		Best way to develop multiple design ideas is thumbnails	Roughs Mock ups Thumbnails	X

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	product				
			Brainstorming Research trends to create a product	Brainstorming	
8.3	Apply knowledge of design principles elements typography and color relationships to projects		Design principle to determine visual unity of a piece is balance Elements used in design color relationships typography and vector illustrations	Balance	X
8.4	Produce single and multi-color projects		Best color pallet for print pieces is PMS Standard range for grayscale is 10 Gray scale is the color mode that is limited to a range of values between black and white	PMS Grayscale Pallet	X
			Explain the purpose of spot coloring	Spot Color CMYK	
8.5	Create vector illustrations using layers shape line and typography		The best panel to use when manipulating multiple objects on a project	Layers Swatches Brushes Styles	x
			Describe how images are colored in Illustrator	Adobe Illustrator Anchor Point	

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			Create Outlines	Handles Fill/Stroke Typography	
8.6	Enhance and edit raster images using layers transparencies masking selection tools editing tools color correction filters and special effects of industry standard photo manipulation software		The eyedropper tool to is sued to sample color	Adobe Photoshop	X
			Describe different ways to use masks Determine which filters to use for desired effects Identify selection tools and their purpose Describe ways to address color correction	Layers Mask Filters Lasso Magic Wand Alpha Transparent Adjustment layers Layer Masks	
8.7	Create single and multi-page products using industry standard layout software and/or online according to specifications		The size of a document for a 5x7 postcard with full bleed (5.25 x 7.25)		X

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			Describe the proper setting for linked images and formats Understand the export setting for various print and online media	Adobe InDesign Textwrap Export settings Packaging	
8.8	Demonstrate type specifics alignment and appropriate use of margins columns grids bleeds and styles		The appropriate alignment for a large picture on the left side and type on the right side of a document is to align right	InDesign	X
			Identify type alignment When creating a project consider the use of margins, columns, grids, bleeds, and styles	Margin Column Grid Gutter Bleed	
8.9	Execute an outdoor and an indoor photo shoot according to a client's needs including setting up the necessary equipment		Purpose of a Tripod (outdoor Shoot)		X

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8.10	Work in a team to produce a larger project		Tasks necessary to produce a large project with a team (brainstorming etc.)		X
8.11	Post content to an active website		Best format to upload a brochure to the web is PDF		x
			Identify benefits of various web formats Identify advantages and disadvantages of file formats	JPG PNG GIF PDF	

9.0 PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN GRAPHIC/WEB DESIGN

Measurement Criteria		Content	Implementation	Terminology	Testing Item
9.1	Use the creative process including editing/revising a product to meet a client's needs		Critical component of product revision is client feedback		X
9.2	Compare color reproduction on the monitor and a printed substrate		It is important when comparing a screen image and a print image to have adequate lighting		X
			Consider what colors are out of range of typical CMYK printing processes	Color Gamut Substrate	

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			Consider how print media will be impacted by the surface it is being applied to		
9.3	Evaluate a product for target audience and end use		Focus Group is used to evaluate products for a target market		X
			Consider how to market the same product to two different audiences		
9.4	Work in a team to edit/revise a larger project		A critical component when an item needs a large scale revision is brainstorming		X
			Evaluate a current project and consider revision for improvement		

10.0 DELIVER/DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN GRAPHIC/WEB DESIGN

Measurement Criteria		Content	Implementation	Terminology	Testing Item
10.1	Use the creative process including publishing a product		A mock-up shows a client various types of brochures The completion phase of the creative process includes preflight	Mock up	X
			Consider various ways to publish a product (website, print, podcast, YouTube/Vimeo)		

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10.2	Understand various file formats and list the advantages/disadvantages of each		Format used in professional printed piece is a TIFF	TIF	X
			Compare the advantages/disadvantages of file formats	PDF ZIP JPG PNG GIF	
10.3	Define preflighting and its purpose		Process when preparing and reviewing a document for print	Preflighting Embedding Printing Packing	x
			Ensure links are intact , ensure specifications of linked files are correct, licensing and copyright is considered		
10.4	Package a file for printing		The step prior to sending a publication to the printer is Package	Package	X
			The packages should include instructions, a folder of links, a folder of fonts, and Native file	Native file (.indd)	
10.5	Explore binding and finishing options to include imposition		The kind of binding used for large textbook is saddle stitching	Saddle stitching Comb Binding Heat shield Gluing	X

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				Perfect binding Signatures	
10.6	Optimize and post a finished product to an active website		Images are optimized for a website to down load faster		X
			Choose Setting and formats when saving images to minimize loading time online and maximize image quality	PNG JPG GIF PDF	

11.0 MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN GRAPHIC/WEB DESIGN

Measurement Criteria		Content	Implementation	Terminology	Testing Item
11.1	Critique a project throughout every phase of production for accuracy end-usage and audience		What is checked on a printer proof	Paper Trim accuracy	X
			Review digital files to ensure proper specifications are met	File Format Color Mode Resolution Intellectual Property Right Laws Copyright Color Accuracy Font Accuracy (not default)	

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11.2	Review a project workflow after completion and determine areas of improvement		Logging employee time is used to revise work flow, ensure employee accuracy and determine length of a project Employee absences slow down work production	Workflow	X
			Evaluate and critique a project analyzing the stages of the creative process and quality of the finished product		
12.0 PRESENT PRODUCT(S) TO SELECTED AUDIENCE (S) USING MEDIA IN GRAPHIC/WEB DESIGN					
Measurement Criteria		Content	Implementation	Terminology	Testing Item
12.1	Discuss the importance of "dress for success"		Dressing for success creates a first impression		X
			Determine what aspects of appearance create a negative impression to potential employers		
12.2	Demonstrate proper etiquette for introductions		What is the preferred manner to address a client		x
			Practice/implement use of decorum, including proper introductions, follow-up thank you's and the like. Hand Shake, Eye contact, pleasant demeanor, positive presentation skills.		

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			Avoiding negative tone (excuses, apologizing, etc.).		
12.3	Identify and discuss different kinds of portfolios and the organization of elements included		Explain the elements of a portfolio (including production pieces)	Behance.com	X
			Variety of online portfolio/gallery sites/services (both free and paid) are available. Hard-copy portfolio should have quality prints, carefully trimmed, mounted, labeled). Resume should be suitable for both digital and print formats suited to the industry		
12.4	Utilize presentation skills to present a solution to a project demonstrating an understanding of the relationship between content color typography images and layout		What are important factors in presenting a final solution to a client		X
			Presentation to client. Presentation in class critique setting. Presentation aides, including slideshows, posters/printouts. Demonstration of creative process (research, drafts, review & final product).		

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			Presentation skills: eye contact, projecting voice, positive/enthusiastic tone, what faults to avoid (mumbling, 'umm,' fidgeting, touching face/hair, covering mouth, etc.).		
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Terminology

A

Additive Color: digital colors seen in screen-based media

Analogous Colors: grouping of colors that are adjacent to one another on the color wheel.

Art – the expression of what is beautiful or appealing according to aesthetic principles.

Asymmetrical – not identical on both sides of a central line

B

Background – part of a page or image that is in the back.

Balance- relationship of objects' visual weight within a composition.

Body Copy – the main part of any printed material.

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Border – the edge of a page that forms the outer boundary

Brainstorming - gathering a list of ideas spontaneously

C

CMYK - Cyan Magenta Yellow and Black: a subtractive color model used in color printing and is also used to describe the printing process itself.

Color - the element of art that is produced when light striking an object is reflected back to the eye.

Commercial – pertaining to commerce – selling or marketing

Complementary Color Scheme: Pairing of colors that are opposites on the color wheel.

Contrast - differentiation of elements within a composition (size value etc.)

D

Design – the form and structure of a work

Display -typefaces that are more decorative often representing a specific mood or theme. Better used as titles (large) and difficult to read as body copy (small). (Example: Rosewood)

Dissemination - With dissemination only half of this communication model theory is applied. The information is sent out and

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received but no reply is given

E

Emphasis - amount of importance given to visual elements

F

Fair Use: Allows a small portion of copyrighted material to be used

Footnote – a note at the bottom of an article

Form - the visual shape or configuration of an object

G

Graphic Design – visual communication that combines images, words, and ideas to convey information.

Grayscale - the color mode that is limited to a range of values between black and white

H

Heading Caption – a heading is a title and the caption gives more information underneath the title.

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Hex color - color is specified according to the intensity of its red green and blue components each represented by eight bits. There are 24 bits used to specify a web color and 16777216 colors that may be so specified.

Hue: the name of a color; that is red or green blue or yellow

L

Lens hood – a protective device for the lens of a camera

Lighting stand – a stand to support a light

Line - a mark that spans a distance between two points

Logo – a graphic representation or symbol of a company

M

Movement - flow that leads viewer's eye from one element to another within a composition

P

Pattern - repeated visual element within a given area

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R

Raster: made up of pixels and cannot be scaled up in size without losing resolution

Research: Who is the target market? Who are the competitors? What is that industry like as a whole?

RGB - Red Green Blue: RGB is an additive color model in which red green and blue light are added together in various ways to reproduce a broad array of colors to display images in electronic systems such as televisions and computers

S

Sans Serif -typefaces with more simple geometric form characterized by a lack of serifs. (Example: Helvetica)

Script -typefaces characterized by the appearance of being hand-written with characters that often connect with each other. (Example: Mistral)

Sequence of movement in design – how your eye is led from one area of a design to another

Serif - typefaces characterized by a counterstroke at the end of each character's main stroke. (Example: Times New Roman)

Shade: a color in which black has been added to a pure color.

Shape - the general outline of a geometric or organic object.

Simplicity - absence of complexity used to create a visually appealing composition.

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Size - scale of objects within a composition

Space - the area provided for a particular purpose

Split-Complementary - grouping of a color with the two colors adjacent to its complementary color from the color wheel.

Spot color - any color generated by an ink (pure or mixed) that is printed using a single run (See Spot Run)

Strobe – a strobe light is for intermittent lighting

Subtractive Color: mixing of a limited set of dyes inks paint pigments or natural colorants to create a wider range of colors

T

Target Audience - a particular group at which a film, book, advertising campaign, etc., is aimed

Tagline - a phrase or catchword that becomes identified with something specific

Tint -a color in which white has been added to a pure color

Typography - the arrangement of esthetics of letter forms

U

Unity - Ability of various graphic elements to form a cohesive whole

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V

Value: refers to the level of luminosity—lightness or darkness—of a color

Vector: The use of points lines curves and shapes to represent images. Scalable to any size.

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